

IN THE  
UNITED STATES PATENT AND TRADEMARK OFFICE



Inventor(s): Jerold SHAN et al.

Confirmation No.: 4891

Application No.: 09/852,611

Examiner: James A. Reagan

Filing Date: 05/09/2001

Group Art Unit: 3621

Title: AN ON-LINE SHOPPING CONVERSION SIMULATION MODULE

Mail Stop Amendment  
Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

TRANSMITTAL LETTER FOR RESPONSE/AMENDMENT

Sir:

Transmitted herewith is/are the following in the above-identified application:

(X) Response/Amendment ( ) Petition to extend time to respond  
( ) New fee as calculated below ( ) Supplemental Declaration  
(X) No additional fee  
( ) Other: \_\_\_\_\_ (fee \$ \_\_\_\_\_)

CLAIMS AS AMENDED BY OTHER THAN A SMALL ENTITY						
(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT	(3) NUMBER EXTRA	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEES
TOTAL CLAIMS		MINUS		= 0	X \$50	\$ 0
INDEP. CLAIMS		MINUS		= 0	X \$200	\$ 0
[ ] FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM					+ \$360	\$ 0
EXTENSION FEE	1ST MONTH \$120.00	2ND MONTH \$450.00	3RD MONTH \$1020.00	4TH MONTH \$1590.00		\$ 0
OTHER FEES						\$
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 0

Charge \$ 0 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any overpayment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16 through 1.21 inclusive, and any other sections in Title 37 of the Code of Federal Regulations that may regulate fees. A duplicate copy of this sheet is enclosed.

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, Alexandria, VA 22313-1450.

Respectfully submitted,

Jerold SHAN et al.

By

Pedro P. Hernandez

Attorney/Agent for Applicant(s)  
Reg. No. 35,190

Date of Deposit: 12/22/2004

Typed Name: Colleen F. Brown

Signature: Colleen F. Brown

Date: 12/22/2004



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants:	Jerold SHAN et al.	§	Confirmation No.:	4891
Serial No.:	09/852,611	§	Group Art Unit:	3621
Filed:	05/09/2001	§	Examiner:	James A. Reagan
For:	An On-Line Shopping Conversion Simulation Module	§	Docket No.:	10007924-1

**RESPONSE TO OFFICE ACTION DATED SEPTEMBER 22, 2004**

Mail Stop Amendment  
Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

Date: December 22, 2004

**AMENDMENT**

Sir:

In response to the Office action of September 22, 2004, please amend the above-identified application as follows:

**Amendments to the Specification** begin on page 2 of this paper.

**Amendments to the Claims** are reflected in the listing of claims that begins on page 3 of this paper.

**Remarks/Arguments** begin on page 7 of this paper.

**Formal Drawings** have been included with this response and are to replace the originally submitted drawings.